

DOCUMENT RESUME

ED 444 610

JC 000 460

TITLE Service Area Market Analysis: Focus on Industry and Occupation.

INSTITUTION Front Range Community Coll., Westminster, CO.

PUB DATE 1999-00-00

NOTE 21p.

PUB TYPE Numerical/Quantitative Data (110) -- Reports - Descriptive (141)

EDRS PRICE MF01/PC01 Plus Postage.

DESCRIPTORS Community Colleges; *Employment Opportunities; *Employment Patterns; Industry; *Policy Formation; *School Business Relationship; Two Year Colleges

IDENTIFIERS *Front Range Community College CO

ABSTRACT

This report presents occupation and industry data (statewide and service area specific) for the purpose of assessing external forces in order to provide information to help guide policymaking at Front Range Community College. The report contains tables that display statewide occupational trends as published by the Colorado Department of Labor and Employment. Statewide annual growth and openings are expected to be the greatest in service occupations, especially those requiring short-term on-the-job training. A large number of vacancies is also expected for occupations relating to general office support positions. Computer related occupations are also predicted to have large vacancies. Childcare workers and elementary school teacher vacancies are also expected to be high. The majority of the top 25 industries in Adams County are trade or service related. Many of the top 25 industries in Boulder County are also related to trade and service. The Denver workforce is employed in a very diverse service industry. In addition to transportation, retail and lodging/food services, Denver's economy is also supported by biotechnology and other high technology industries. The service and mining industries are well-represented in Jefferson County's economy. Larimer County has a economy that emphasizes service and manufacturing. The top industry in Weld County is manufacturing. (VWC)

Reproductions supplied by EDRS are the best that can be made
from the original document.

U.S. DEPARTMENT OF EDUCATION
Office of Educational Research and Improvement
EDUCATIONAL RESOURCES INFORMATION
CENTER (ERIC)

This document has been reproduced as received from the person or organization originating it.

Minor changes have been made to improve reproduction quality.

• Points of view or opinions stated in this document do not necessarily represent official OERI position or policy.

PERMISSION TO REPRODUCE AND
DISSEMINATE THIS MATERIAL HAS
BEEN GRANTED BY

M. D. Santis-John

TO THE EDUCATIONAL RESOURCES
INFORMATION CENTER (ERIC)

1

SERVICE AREA MARKET ANALYSIS: FOCUS ON INDUSTRY AND OCCUPATION

Front Range Community College
Office of Institutional Research

Office of Institutional Research

“Collecting, analyzing, interpreting, and delivering institutional information.”

SERVICE AREA MARKET ANALYSIS: FOCUS ON INDUSTRY AND OCCUPATION

Service Area Defined: Before reporting on the industry and occupation trends in the Front Range Community College service area, it may be useful to define our service area boundaries. According to the Colorado Commission on Higher Education, our service area is as follows: Larimer and Boulder Counties as well as major portions of Adams and Weld Counties. Our southern boundary (I-70) also includes northern portions of Jefferson and Denver Counties in our service area. Therefore, our service area is comprised of six counties: Adams, Boulder, Denver, Jefferson, Larimer and Weld.

Focus on Industry and Occupation: The service industry is the fastest growing industry in the Colorado economy and includes jobs requiring a wide range of education and training. Jobs requiring short-term training and little education are expected to be plentiful. Blue-collar service occupations are expected to generally decline in availability although very specialized positions may see growth. One reason for the general decline is the advancement in technology. Within the service industry, the technology sector will support the most occupational growth. While some of these positions will require a four-year degree, many will not.

“Within recent years, Colorado has gained a reputation at home, and abroad, as a high technology growth center and a leader in technologies of the future, including information technologies, photonics, advanced materials, electronics, and environmental and biotechnologies” (University of Colorado, Business Advancement Center, 1999). According to the Denver Business Journal (11/12/99), Colorado ranks third in the nation in high technology employment growth with jobs increasing by 43% between 1990-1997. High technology industries are strongly represented in the six county Front Range Community College service area. There are a variety of sectors represented including telecommunications, network integration, software development, computer hardware manufacturing, aviation, and aerospace technology.

In addition to high technology growth, there is also expected to be growth in Colorado’s biotechnology industry including research and development of pharmaceuticals as well as medical devices and techniques. Attracting venture capital is a major issue for biotechnology firms, however, experts expect funding to increase as young companies begin showing returns. Nationally, “It’s raining money on the biotechnology sector” (Denver Rocky Mountain News, 2/6/00). Colorado’s biotechnology industry ranks 17th in the nation (Denver Business Journal, January 2000) and will most probably advance as venture capital increases. Many of Colorado’s biotechnology organizations (private and academic) call Boulder County home. In addition, the Fitzsimons redevelopment project currently underway will create a bioscience park in Adams County. Although many of the employees of the new development will transfer from their current locations, the park is also expected to increase the need for additional qualified employees.

Helping to perpetuate the growth of the high technology and biotechnology industries is the ongoing research and training in photonics. "Photonics, the science of light, has a history of success in solving clinical and research problems in diverse applications through such products and techniques as spectroscopy, lasers, microscopy, imaging and fiber optics" (Biophotonics International, Volume 6 (7), 1999). Recognizing the importance of photonics, the Colorado Advanced Photonics Technology Center (CAPT) was created. CAPT is located in Adams County at the Higher Education Advanced Technology (HEAT) Center. In 1999, in association with CAPT, Pueblo Community College began offering a two-year photonics/vacuum technology degree. According to Pueblo Community College, entry level occupations for graduates include: electronics/instrumentation technician, laser technician, bio-medical laser technician, clean room operators, semiconductor manufacturing technician, holographic technician, optic/telecommunication technician, and fiber-optic technician. Many high technology and biotechnology organizations that could benefit from photonics training and education reside within the boundaries of the Front Range Community College service area. The photonics.com web site lists 76 high technology and biotechnology organizations within our service area that are involved with photonics research, development, training, or services. "Colorado is becoming a hub of photonic manufacturing" (University of Colorado at Boulder, Business Research Division, 1997). Examples include:

- Denver's Lockheed Martin uses the technology in its expendable launch system.
- Boulder's Lexmark International uses it in inkjet and laser printers.
- Denver's Rose Biomedical Research makes optoelectronic devices for the medical profession.
- Boulder's Biostar makes kits used to detect infectious diseases.
- Windsor's Eastman Kodak uses photonics in manufacturing film, paper and lithographic plates.

Industry leaders from both high technology and biotechnology were appointed to the Governor's Commission on Science and Technology in September of 1999. The strong hold of these industries in our service area is represented in the commission's membership. Many of the members are industry leaders from our six county service area. The mission statement of the group as stated by the Office of Innovation and Technology (1999) is as follows:

"To issue to the Governor a set of recommendations focused on enhancing Colorado's business climate and creating the technological infrastructure necessary to foster statewide growth of the high technology industry with the goal of securing Colorado's future as a global technology leader in the 21st century."

In addition to occupations in high technology and biotechnology, there are many other occupations that have helped to boost Colorado's economy. The following tables display statewide occupational trends as published by the Colorado Department of Labor and Employment (Colorado Job Outlook Summary 1995-2005).

Colorado's top 25 occupations ranked by annual growth from 1995-2005	
Occupation	Annual Growth
Retail salespersons	1893
Waiters, waitresses	1590
General managers and top executives	1507
Janitors	1486
Managers/administrators	1266
Guards	1118
Marketing and sales supervisors	1116
Cashiers	1039
Systems analysts	989
Clerical supervisors	885
Secretaries (except legal and medical)	844
Receptionists	828
Child care workers	766
Computer engineers	757
Professionals, paraprofessionals, technicians	746
Laborers	726
General office clerks	721
Light truck drivers	670
Secondary school teachers	628
Food service and lodging managers	616
Cooks	599
Maintenance repairers	529
Computer programmers	485
Elementary school teachers	454
Accountants and auditors	430

Colorado's top 25 occupations ranked by annual openings	
Occupation	Annual Openings
Retail salespersons	4328
Waiters, waitresses	3491
Cashiers	2680
General managers and top executives	2605
Janitors	2085
Managers and administrators	2084
Marketing and sales supervisors	1886
General office clerks	1878
Clerical supervisors	1566
Secretaries (except legal and medical)	1561
Laborers	1367
Guards	1361
Receptionists	1229
Secondary school teachers	1146
Cooks	1096
Systems analysis	1076
Light truck drivers	1031
Professionals, paraprofessional technicians	1030
Child care workers	962
Food service and lodging managers	921
Maintenance repairers	882
Elementary school teachers	880
Maids	879
Sales representatives	860
Computer programmers	828

Statewide annual growth and annual openings are expected to be the greatest in service occupations, especially those requiring short-term on-the-job training. A large number of vacancies are also expected for occupations relating to general office support positions. In addition, paraprofessional and technical vacancies are expected to be plentiful. Requiring more education and training, computer related occupations such as computer programmers and systems analysts are predicted to have large vacancies. Outside of the office, childcare workers and elementary school teacher vacancies are also expected to have be high. (Note: Annual growth accounts for new positions only, annual openings includes new positions and positions left vacant through attrition or retirement)

Occupation	Percent Annual Growth
Computer scientists	13.1%
Computer engineers	11.1%
Systems analysts	11.0%
Amusement and recreation attendants	9.4%
Personal and home care aides	9.3%
Guards	8.7%
Human service workers	8.3%
Residential counselors	7.5%
Demonstrators, promoters, models	7.5%
Lawn maintenance	7.5%
Adjustment clerks	6.5%
Preschool and kindergarten teachers	6.4%
Plant and systems operators	6.4%
Physical therapists	6.2%
Animal caretakers	6.1%
Correction officers	5.9%
Professionals, paraprofessionals, technicians	5.7%
Securities and financial sales	5.7%
Hand workers	5.7%
Bill and account collectors	5.7%
Bus drivers (except school bus)	5.4%
Engineering, math, natural sciences manager	4.8%
Counter and rental clerks	4.8%
Teacher aides	4.7%
Janitors	4.7%

Looking at the annual percent growth shows occupations that are growing the fastest. High technology occupations such as computer scientists, computer engineers, and systems analysts, are the three fastest growing occupations. Social service occupations are also expected to grow at a high rate. This includes occupations such as human service workers, and residential counselors. Childcare and educational occupations are also predicted to have a high rate of growth. Statewide, paraprofessional and technical occupations may also experience high growth rates.

To be more specific, the following pages display occupation and industry trends by county within the Front Range Community College service area using 1997 census data.

1997 County Business Patterns for Adams, CO			
Top 25 industries by reported average annual salary			
Industry	Number of Employees	Average Annual Salary	
Holding offices	96	\$ 83,250	
Mailing, reproduction, stenographic	160	\$ 65,313	
Offices of osteopathic physicians	114	\$ 62,842	
Refrigeration equipment and supplies	98	\$ 55,082	
Petroleum products, n.e.c.	87	\$ 53,322	
Medical and hospital equipment	130	\$ 53,031	
Offices and clinics of medical doctors	979	\$ 51,299	
Plastics foam products	149	\$ 49,114	
Computer programming, services	460	\$ 47,474	
Computers, peripherals and software	286	\$ 47,437	
Paints, varnishes, and supplies	64	\$ 46,531	
Professional and commercial equipment	907	\$ 46,258	
Management services	438	\$ 46,244	
Electronic parts and equipment	471	\$ 46,068	
Medical equipment rental	24	\$ 46,000	
Administrative and auxiliary (Manufacturing)	1,099	\$ 45,843	
Fire, marine, and casualty insurance	71	\$ 45,380	
Prepackaged software	80	\$ 44,188	
Beer, wine, and distilled beverages	760	\$ 43,924	
Computer and data processing services	793	\$ 43,739	
Research and testing services	243	\$ 43,354	
Grain mill products	209	\$ 43,349	
Installing, building equipment, n.e.c.	127	\$ 42,142	
Operative builders	229	\$ 42,009	
Computer maintenance and repair	20	\$ 41,450	

1997 County Business Patterns for Adams, CO			
Top 25 industries by number of employees			
Industry	Number of Employees	Average Annual Salary	
Trucking and counter services, except air			13,398
Eating places			7,171
Grocery stores			3,452
Personnel supply services			3,292
Help supply services			3,257
Electrical work			2,416
Groceries and related products			2,288
Machinery, equipment, and supplies			2,165
Motor vehicles, parts, and supplies			2,084
Management and public relations			1,930
Department stores			1,710
Administrative and auxiliary (Retail)			1,688
Nursing and personal care facilities			1,566
Automotive repair shops			1,498
Misc. special trade contractors			1,423
Concrete work			1,403
Hospitals			1,369
Miscellaneous business services			1,341
Heavy construction, except highway			1,288
Miscellaneous plastics products, n.e.c.			1,214
Furniture and homefurnishings stores			1,182
New and used car dealers			1,171
Plumbing, heating, air-conditioning			1,170
Services to buildings			1,167
Automobiles and other motor vehicles			1,156

The majority of the top 25 industries in Adams County were trade or service related. This may be due in large part to the accessibility of highway, rail and air transportation. The statewide trend for growth in high technology is increasingly visible in Adams County. "The Higher Education and Advanced Technology (HEAT) Center at Lowry is designated by the state as a central point for high technology transfer" (Commerce City, Office of Economic Development). This may attract high technology employers to the area. Furthermore, the Westminster City Council recently approved the purchase of 135 acres near Huron and 146th Avenue to eventually build a new technology and industrial park intended to rival the Denver Technology Center (Westminster Window, 1/27/00). The new business park will be located in the E470 corridor once construction of the highway is completed, which should allow for easy accessibility for the projected workforce and may also foster the continued growth of residential and commercial construction in the area. In addition to attracting high technology companies, Adams County is trying to attract biotechnology companies with a new bioscience park to be constructed in the Fitzsimons redevelopment.

1997 County Business Patterns for Boulder, CO					
Top 25 industries by reported average annual salary					
Industry	Number of Employees	Average Annual Salary	Number of Employees	Average Annual Salary	Number of Employees
Commodity contracts brokers, dealers	8	\$ 228,250	11,769	\$ 9,736	
Miscellaneous investing	62	\$ 104,952	6,340	\$ 59,001	
Medical and hospital equipment	125	\$ 70,824	5,446	\$ 60,439	
Functions closely related to banking	14	\$ 69,143	5,365	\$ 57,029	
Computer integrated systems design	605	\$ 67,931	3,974	\$ 14,078	
Transportation equipment and supplies	19	\$ 64,211	3,851	\$ 13,356	
Computer peripheral equipment, n.e.c.	290	\$ 62,814	3,541	\$ 49,153	
Instruments to measure electricity	63	\$ 62,651	3,221	\$ 20,131	
Security brokers and dealers	348	\$ 61,819	3,064	\$ 23,164	
Farm-product raw materials	21	\$ 61,810	2,908	\$ 28,019	
Security and commodity services	177	\$ 61,367	2,750	\$ 53,910	
Noncommercial research organizations	120	\$ 60,967	2,724	\$ 53,767	
Administrative and auxiliary (Manufacturing)	1,109	\$ 60,846	2,439	\$ 11,109	
Computer storage devices	5,446	\$ 60,439	2,315	\$ 54,092	
Electronic parts and equipment	264	\$ 59,152	2,130	\$ 41,616	
Computer and office equipment	6,340	\$ 59,001	2,026	\$ 41,828	
Prepackaged software	1,448	\$ 58,833	1,951	\$ 48,479	
Offices and clinics of medical doctors	1,088	\$ 57,796	1,755	\$ 32,274	
Computer and data processing services	5,365	\$ 57,029	1,742	\$ 29,239	
Management consulting services	436	\$ 56,961	1,668	\$ 13,387	
Business consulting, n.e.c.	356	\$ 56,525	1,581	\$ 14,140	
Computer related services, n.e.c.	949	\$ 54,543	1,482	\$ 47,117	
Computer programming services	1,117	\$ 54,455	1,459	\$ 32,489	
Data processing and preparation	681	\$ 54,157	1,448	\$ 58,833	
Computers, peripherals and software	2,315	\$ 54,092	1,408	\$ 57,796	

Many of the top 25 industries in Boulder County are related to trade and service. Within the service industry, the high technology and biotechnology sectors are well represented including, computer and data processing, network integration, software development, computer hardware manufacturing, engineering, research and testing, and hospitals. The trade sectors highlighted also had a strong representation of parts and equipment related to computers, electronics, and medical/hospital equipment. All of this reiterates that "Boulder, the eighth largest city in the state, has a very dynamic economy which is supported by computer, aerospace, scientific and research firms" (Boulder Chamber of Commerce, 1999). Much of the economic development is along the turnpike, specifically the growth of the Interlocken Business Park. On the other side of Boulder County, the diagonal highway also supports a strong high technology and biotechnology economy.

1997 County Business Patterns for Denver, CO					
Top 25 Industries by number of employees					
Industry	Number of Employees	Average Annual Salary	Industry	Number of Employees	Average Annual Salary
Commercial sports	633	\$ 214,120	Eating places	23,453	\$ 11,431
Radio and TV communications equipment	3	\$ 158,333	Hospitals	21,173	\$ 35,664
Metal mining services	131	\$ 110,481	Personnel supply services	17,051	\$ 20,872
Management services	1,938	\$ 83,687	Help supply services	16,209	\$ 20,696
Prepackaged software	1,423	\$ 80,996	Air transportation, scheduled	11,449	\$ 42,414
Security brokers and dealers	3,086	\$ 75,021	Telephone communication	11,359	\$ 55,184
Administrative and auxiliary (Mining)	2,333	\$ 72,908	Telephone communications, exc. Radio	10,890	\$ 56,047
Offices and clinics of medical doctors	5,031	\$ 66,658	Miscellaneous business services	8,531	\$ 18,069
Oil and gas exploration services	141	\$ 66,411	Hotels and motels	7,554	\$ 16,007
Investors, n.e.c.	159	\$ 64,415	Computer and data processing services	7,118	\$ 51,588
Testing laboratories	159	\$ 60,239	Real estate agents and managers	6,697	\$ 27,311
Computers, peripherals and software	2,496	\$ 57,738	Management and public relations	6,178	\$ 56,146
Holding offices	1,704	\$ 57,717	Services to buildings	5,704	\$ 10,944
Engineering services	3,162	\$ 57,685	Building maintenance services, n.e.c.	5,628	\$ 10,587
Oil and gas field services, n.e.c	298	\$ 57,094	Commercial banks	5,163	\$ 35,038
Gas production and distribution	354	\$ 56,873	Offices and clinics of medical doctors	5,031	\$ 66,658
Computer programming services	1,407	\$ 56,731	Colleges and universities	4,963	\$ 22,888
Management and public relations	6,178	\$ 56,146	Engineering and architectural services	4,841	\$ 53,623
Administrative and auxiliary (Manufacturing)	2,059	\$ 56,075	Grocery stores	4,828	\$ 20,254
Telephone communications, exc. Radio	10,890	\$ 56,047	Professional and commercial equipment	4,531	\$ 47,489
Telephone communication	11,359	\$ 55,184	Groceries and related products	4,461	\$ 32,750
Engineering and architectural services	4,841	\$ 53,623	Nursing and personal care facilities	4,146	\$ 17,343
Administrative and auxiliary (Finance, insurance, real estate)	134	\$ 53,269	Religious organizations	3,715	\$ 13,061
Petroleum bulk stations and terminals	328	\$ 52,491	Trucking and courier services, except air	3,650	\$ 27,324
Computer and data processing services	7,118	\$ 51,588	Detective and armored car services	3,622	\$ 14,042

The Denver workforce is employed in a very diverse service industry. In addition to transportation, retail and lodging/food services, Denver's economy is also supported by biotechnology and high technology industries. Denver hosts numerous medical centers, biomedical companies and research institutions (private and academic). "Denver is also the birthplace of cable television and remains a world leader in telecommunications, including satellite and phone communications and information technology development" (City of Denver, Economic Development).

1997 County Business Patterns for Jefferson, CO					
Top 25 industries by reported average annual salary					
Industry	Number of Employees	Average Annual Salary	Industry	Number of Employees	Average Annual Salary
Administrative and auxiliary (Mining)	46	\$ 94,674	Eating places	17,169	\$ 9,432
Electrical appliances, TV and radios	28	\$ 80,643	Department stores	5,208	\$ 12,714
Gold and silver ores	69	\$ 80,072	Grocery stores	5,097	\$ 21,600
Gold ores	69	\$ 80,072	Engineering and architectural services	3,868	\$ 48,086
Administrative and auxiliary (Manufacturing)	1,362	\$ 71,739	Engineering services	3,635	\$ 48,954
Administrative and auxiliary (Retail)	470	\$ 69,623	Computer and data processing services	3,184	\$ 48,666
Holding offices	135	\$ 64,052	Sanitary services	3,038	\$ 55,945
Patent owners and lessors	17	\$ 59,353	Religious organizations	3,000	\$ 15,219
Computer programming services	806	\$ 57,424	Nursing and personal care facilities	2,948	\$ 18,027
Professional equipment, n.e.c.	67	\$ 57,164	Services to buildings	2,748	\$ 9,751
Sanitary services	3,038	\$ 55,945	Building maintenance services, n.e.c.	2,705	\$ 9,530
Medical laboratories	39	\$ 55,385	Management and public relations	2,604	\$ 35,190
Chemicals and allied products, n.e.c.	163	\$ 54,724	Miscellaneous business services	2,522	\$ 21,388
Computer related services, n.e.c.	388	\$ 53,585	Beverages	2500-4999	UA
Administrative and auxiliary (Wholesale trade)	188	\$ 53,532	Malt beverages	2500-4999	UA
Petroleum products, n.e.c.	17	\$ 52,588	Offices and clinics of medical doctors	2,475	\$ 50,083
Chemicals and allied products	198	\$ 52,202	Miscellaneous shopping goods stores	2,450	\$ 12,866
General industrial machinery	483	\$ 52,161	Personnel supply services	2,359	\$ 27,521
Special industry machinery	65	\$ 51,769	New and used car dealers	2,110	\$ 38,702
Commercial physical research	1,251	\$ 51,282	Misc. amusement, recreation services	2,102	\$ 16,812
Offices and clinics of medical doctors	2,475	\$ 50,083	Help supply services	2,082	\$ 27,150
Commercial equipment, n.e.c.	79	\$ 49,823	Business services, n.e.c.	2,021	\$ 21,897
Oil and gas field services	129	\$ 49,783	Research and testing services	1,990	\$ 44,871
Electrical goods	825	\$ 49,732	Medical instruments and supplies	1,944	\$ 36,764
Prepackaged software	324	\$ 49,568	Educational services	1,931	\$ 18,385

The service and mining industries are well represented in Jefferson County's economy. "Colorado's extensible history in the mineral and mineral fuels industry, along with innovations developed at the Colorado School of Mines have solidified the state's role as an international leader in exploration and development" (City of Denver, Economic Development). The mining and service industries both have high technology sectors that are located in Jefferson County. Recent news that Lockheed Martin will soon be headquartered here further legitimizes the area as a "space hub" (Denver Rocky Mountain News, 1/26/00). Although the area is somewhat land locked by the foothills, new construction is ongoing. The Jefferson County city council has the goal to set aside available land to support necessary job growth in order to achieve one job per employable citizen (Denver Business Journal, 1/27/00). This could mean a lot of new employment vacancies in the future. Openings are likely to be in high quality office/warehouse or high technology manufacturing in order to meet the demands of the area's high technology employers (Denver Business Journal, 1/27/00).

1997 County Business Patterns for Larimer, CO			
Top 25 industries by reported average annual salary			
Industry	Number of Employees	Average Annual Salary	
Administrative and auxiliary (Manufacturing)	77	\$ 84,545	
Security brokers and dealers	104	\$ 55,250	
Computer and office equipment	783	\$ 53,766	
Computer related services, n.e.c.	120	\$ 53,467	
Mobile home dealers	28	\$ 48,714	
Offices and clinics of medical doctors	1,521	\$ 48,402	
Electronic components and accessories	4,752	\$ 47,360	
Management services	186	\$ 46,199	
Engineering services	1,066	\$ 45,615	
Engineering and architectural services	1,203	\$ 44,392	
Prepackaged software	117	\$ 44,188	
Computer programming services	283	\$ 42,972	
Computer and data processing services	766	\$ 41,076	
Computers, peripherals and software	168	\$ 40,619	
General industrial machinery	432	\$ 40,229	
Surgical and medical instruments	56	\$ 40,196	
Operative builders	297	\$ 38,556	
Testing laboratories	77	\$ 37,481	
Periodicals	327	\$ 37,450	
Heavy construction, except highway	346	\$ 37,393	
Professional and commercial equipment	434	\$ 37,021	
Management consulting services	128	\$ 36,586	
Medical and hospital equipment	24	\$ 36,458	
Architectural services	103	\$ 36,359	
Masonry, stonework, and plastering	808	\$ 36,319	

1997 County Business Patterns for Larimer, CO			
Top 25 industries by number of employees			
Industry	Number of Employees	Average Annual Salary	
Eating places		8,827	\$ 8,490
Electronic components and accessories		4,752	\$ 47,360
Personnel supply services		3,910	\$ 16,388
Help supply services		3,823	\$ 16,652
Hospitals		2,657	\$ 28,601
Electronic components, n.e.c.		2500-4999	UA
Measuring and controlling devices		2500-4999	UA
Grocery stores		2,306	\$ 18,499
Nursing and personal care facilities		1,792	\$ 13,828
Department stores		1,615	\$ 11,727
Offices and clinics of medical doctors		1,521	\$ 48,402
Plumbing, heating, air-conditioning		1,451	\$ 31,923
Miscellaneous shopping goods stores		1,391	\$ 12,216
Miscellaneous plastics products, n.e.c.		1,296	\$ 31,805
Plastics products, n.e.c.		1,280	\$ 31,677
Engineering and architectural services		1,203	\$ 44,392
Religious organizations		1,192	\$ 10,258
General building contractors		1,147	\$ 30,863
Hotels and motels		1,125	\$ 13,925
Engineering services		1,066	\$ 45,615
Instruments to measure electricity		1000-2499	UA
New and used car dealers		986	\$ 34,922
Trucking and courier services, except		910	\$ 29,799
Administrative and auxiliary (Retail)		906	\$ 22,362
Miscellaneous business services		899	\$ 15,071

Larimer County has an economy that emphasizes service (health and engineering) and manufacturing (computers, electronics, and biomedical supplies). Hewlett Packard, already present in Ft. Collins, plans to consolidate its northern Colorado assets by closing their Greeley plant and transferring these 640 workers to Ft. Collins (Denver Rocky Mountain News, 1/18/00). This will require expansion of the existing business park in order to accommodate the larger workforce. It is also speculated that ConAgra will eventually move into Larimer County and reside in a Loveland office park. Supplementing the already prominent agricultural industry in Larimer County, the agricultural biotechnology industry is growing through Colorado State University and other private firms. The construction industry is also expanding. The Fort Collins-Loveland metro area has recently been named as the 15th fastest growing metro area in the country as well as the fastest growing metro area in the state (The Coloradoan, 12/18/99). This increases the need for residential and commercial construction to support the growing population.

1997 County Business Patterns for Weld, CO			
Top 25 industries by reported average annual salary			
Industry	Number of Employees	Average Annual Salary	Industry
Offices and clinics of medical doctors	449	\$ 68,604	Eating places
Used car dealers	34	\$ 58,647	Meat products
Retail nurseries and garden stores	14	\$ 52,929	Meat packing plants
Engineering services	135	\$ 52,111	General building contractors
Security brokers and dealers	60	\$ 49,583	Personnel supply services
General building contractors	1,858	\$ 45,458	Computer and data processing services
Management consulting services	6	\$ 44,833	Trucking and courier services, except air
Engineering and architectural services	199	\$ 44,668	Grocery stores
Recreational vehicle dealers	85	\$ 42,565	Photographic equipment and supplies
Commercial physical research	22	\$ 41,682	Department stores
Medical and hospital equipment	8	\$ 41,250	Fire, marine, and casualty insurance
Industrial machinery and equipment	89	\$ 40,674	Help supply services
Gas production and distribution	195	\$ 40,374	Hospitals
Administrative and auxiliary (Wholesale trade)	117	\$ 39,949	Nursing and personal care facilities
Business services, n.e.c.	253	\$ 39,794	Groceries and related products
Special industry machinery	187	\$ 39,241	Commercial banks
Sheet metal work	57	\$ 38,842	Heavy construction, except highway
Metals and minerals, except petroleum	78	\$ 38,590	Groceries and related products, n.e.c.
Computers, peripherals and software	52	\$ 37,885	Computer related services, n.e.c.
Telephone communications, exc. radio	128	\$ 37,406	Nonstore retailers
Professional and commercial equipment	80	\$ 37,325	New and used car dealers
Tires and tubes	44	\$ 36,841	Religious organizations
Heavy construction equipment rental	5	\$ 36,600	Computer and office equipment
Lumber, plywood, and millwork	53	\$ 36,321	Computer storage devices
Telephone communication	147	\$ 36,306	Administrative and auxiliary (Manufacturing)

The top industry in Weld County is manufacturing (meat, photographic equipment/supplies, and computers). Industries that support manufacturing, especially meat, are also prominent (transportation, and grocery). When this census data was reported, major employers included Hewlett Packard, ConAgra and Kodak and State Farm Insurance. Hewlett Packard recently announced plans to move to Larimer County and ConAgra may soon follow. Weld County has been able to hang on to the State Farm Insurance regional headquarters. It will be moving from Evans to a business complex in the highway 34 corridor. Many believe that these changes reveal that Greeley lacks a unified strategy for economic development (Denver Post, 1/30/00). However, Greeley Major, Jerry Wones, has stated that the believes major industries that require a substantial amount of land will locate to Weld County because of the lack of space available in neighboring counties. He also believes that the county is very attractive to residential growth because of lower prices overall and a small-town atmosphere (Denver Rocky Mountain News, 1/18/00).

General Conclusions: The current report presents occupation and industry data (statewide and service area specific) for the purpose of assessing external forces in order to provide information to help guide policy making. Clearly, each service area county presents unique opportunities for the college to create community partnerships and provide educational programs that meet the needs of each particular area. However, there are statewide trends rooted in high technology and biotechnology that will probably effect each of our service areas. As it has done in the past, Front Range Community College should consider these external trends in making planning decisions.



U.S. Department of Education
Office of Educational Research and Improvement (OERI)
National Library of Education (NLE)
Educational Resources Information Center (ERIC)



NOTICE

REPRODUCTION BASIS



This document is covered by a signed "Reproduction Release (Blanket) form (on file within the ERIC system), encompassing all or classes of documents from its source organization and, therefore, does not require a "Specific Document" Release form.



This document is Federally-funded, or carries its own permission to reproduce, or is otherwise in the public domain and, therefore, may be reproduced by ERIC without a signed Reproduction Release form (either "Specific Document" or "Blanket").